

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES  
(Attorney Docket No. 03-380)**

|                                   |   |                                     |
|-----------------------------------|---|-------------------------------------|
| <b>In re the Application of:</b>  | ) |                                     |
|                                   | ) |                                     |
| <b>Scott A. Rosenberg et al.</b>  | ) |                                     |
|                                   | ) |                                     |
| <b>Serial No. 09/978,144</b>      | ) |                                     |
|                                   | ) | <b>Group Art Unit: 3622</b>         |
| <b>Filed: October 15, 2001</b>    | ) |                                     |
|                                   | ) | <b>Examiner: Jeffrey D. Carlson</b> |
| <b>Confirmation No. 4095</b>      | ) |                                     |
|                                   | ) |                                     |
| <b>For: METHOD AND SYSTEM FOR</b> | ) |                                     |
| <b>DYNAMIC AD PLACEMENT</b>       | ) |                                     |

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**STATEMENT IDENTIFYING RELATED APPEAL**

U.S. Patent Application No. 10/033,401 is related to the above-identified application. In particular, U.S. Patent Application No. 10/033,401 is a continuation-in-part of the above-identified application. On April 21, 2010, a Notice of Appeal from the Examiner to the Board of Patent Appeals and Interferences was filed for U.S. Patent Application No. 10/033,401. No decision has been rendered by the Board of Patent Appeals and Interferences for that Notice of Appeal.

Respectfully submitted,

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Date: May 17, 2010

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